

## Message Text

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E.O. 11652: N/A

TAGS: BEXP, SZ

SUBJECT: TRADE MISSIONS: ELIGIBILITY OF NON-AMERICAN FIRMS

1. SUMMARY. WE RECOMMEND AGAINST PARTICIPATION IN US TRADE MISSIONS BY FOREIGN FIRMS WHERE INTERESTS OF AND BENEFITS TO US ARE NOT CLEAR AND COMPELLING. (NOTE: THIS MESSAGE DOES NOT APPLY TO PARTICIPATION BY NON-US CITIZENS REPRESENTING AMERICAN FIRMS).

2. SINCE THE VISIT TO SWITZERLAND IN APRIL 1975 OF A HOSPITAL EQUIPMENT TRADE MISSION, WHICH INCLUDED THE FIRM ELSCINT, WE HAVE BEEN CONCERNED OVER THE QUESTION OF PARTICIPATION BY FOREIGN FIRMS IN MISSIONS. ON THE BASIS OF DISCUSSIONS WITH SWISS FIRMS WHICH HAVE SINCE RAISED THE MATTER WITH THE EMBASSY, WE SUBMIT THE FOLLOWING COMMENTS: ELSCINT IS REGARDED AS AN ISRAELI FIRM; FIRM LITERATURE IS PRINTED IN ISRAEL, AND DOES NOT INDICATE THAT EQUIPMENT OR COMPONENTS ARE OF US ORIGIN. SWISS FIRMS CONSIDER ELSCINT A COMPETITOR TO SEVERAL BONA FIDE US FIRMS ALREADY REPRESENTED IN SWITZERLAND. WE ARE TOLD BY SWISS ENGINEERS THAT ELSCINT USES JAPANESE AND ISRAELI COMPONENTS PRIMARILY, AND THAT EQUIPMENT SHIPPED FROM ISRAEL DOES NOT CONTAIN 51 PERCENT US COMPONENTS. THE MISSION MEMBER REPRESENTING ELSCINT TOLD SWISS FIRMS HE WAS NOT WITH US BRANCH OF ELSCINT, BUT REPRESENTED ELSCINT WIESBADEN, AND THAT ALL SHIPMENTS ARE MADE FROM HAIFA.

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3. WE APPRECIATE COMPLEXITY THIS QUESTION, AND THAT  
THE US GAINS BY SALES OF FOREIGN-MADE PRODUCTS WITH  
SIGNIFICANT US INPUT. WE ARE NEVERTHELESS CONVINCED  
THAT TOTALITY OF EACH CASE SHOULD BE CONSIDERED BEFORE  
A NON-US FIRM IS ACCEPTED ON A TRADE MISSION, AND THAT  
EVERY EFFORT SHOULD BE MADE TO AVOID IMPRESSION, WHICH  
WAS CLEARLY PRESENT IN THIS CASE, THAT A FOREIGN FIRM  
IS RIDING PIGGY-BACK ON AN AMERICAN MISSION.  
KEMPE

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